



PRESS RELEASE

BOOK LAUNCH - The Experience of Japanese Companies in Belgium - 2012

The BJA, Belgium-Japan Association & Chamber of Commerce, announces the publication of the new edition of the 'Experience of Japanese Companies in Belgium' on 11 June 2012 when the new book is handed over to HRH Prince Philippe who leads the Belgian trade mission to Japan.

The book follows the evolution of the investment by Japanese companies in Belgium. Previously, BJA published in 2000 and 2006.

The stories show that Belgium is a good investment destination for Japanese companies.

They also confirm that Belgium is a good destination for R&D activities - an advanced form of investment.

Investment in R&D activities is increasingly important because of the continuous globalisation of Japanese companies and competition among developed economies to attract such investment.

Japanese companies that have presented their experience in this book are in various sectors and represent companies located in Brussels, Flanders and Walloon Regions.

According to them, positive aspects of business environment in Belgium are:

- Belgium's central location in Europe and its easy access to other markets,
- Well developed infrastructure,
- Highly qualified people - including those who could be engaged in R&D activities,
- Warm support by the Federal and Regional authorities and
- Its high quality of life.

To make Belgium even more attractive to investors, many have suggested:

- Employment costs should be reduced,
- Administrative procedures should be simplified,
- English documents should be accepted in administrative procedures, and
- Direct flights from Japan should be realised

The following companies and institutions participated in the book:

AW Europe	Kobe University Brussels European Centre (KUBEC)
Bank of Tokyo-Mitsubishi UFJ, Ltd.	Meiko Europe
Daikin Europe N.V.	Mitsui Benelux S.A./N.V.
F.P.N.I. Belgium N.V.	NYK Bulkship (Atlantic) N.V.
FUJIFILM Europe N.V.	OSG Europe
GC Europe N.V.	Terumo Europe N.V.
GIGA	AGC Glass Europe
HONDA	Toyota Boshoku Europe
IMEC	Toyota Motor Europe
Kaneka Group	Yakult Honsha European Research Center for Microbiology ESV

The interviews were carried out when business conditions were extremely difficult for Japanese companies. While they were recovering from the global economic crisis of 2008, they were struck by the disaster of March 2011 in Japan, flooding in Thailand, the euro crisis and a high yen value. Their stories show that they are trying to maximise the benefits of Belgium and Belgian people even under such circumstances.

Japanese companies that have presented their experience in this book are in various sectors and represent companies located in Brussels, Flanders and Walloon Regions. We have, for the first time, included Belgian research institutes that have strong ties with Japanese businesses and institutions.

This book is an initiative of the Investment Committee of BJA.

We would like to thank all the contributors to the book.

For further information:

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About the BJA:

The Belgium-Japan Association & Chamber of Commerce (BJA) of over 650 members consists of Belgian and multinational companies, as well as the leading Japanese companies based in Belgium, and individuals. It is a dynamic non-profit organization promoting business and cultural relations between Belgium, Europe and Japan, offering many activities including business luncheons, export and investment seminars as well as exclusive invitations to cultural events.

The BJA also contributes to Belgium-Japan related business promotions through various initiatives and (book) publications - creating a dynamic business environment for its Japanese and Belgian members by informing on important business matters, influencing the development of public policy and facilitating networking opportunities.

More information can be found on www.bjabe .